



## The Popular

DRY GOODS CO. INC.

### Sewing Week Will Prove

A vast benefit to the home dress maker. It will feature new spring merchandise required in fashioning garments of every description, for women, misses and children, from the silk, wool or wash material to the smallest item in notions required to finish the garment.

In addition, it will give us much pleasure to offer you, free of any charge the valuable services of our Mme. Allen, designer in charge of our dressmaking parlors, who will assist you in the selection of any and everything necessary, and who will gladly suggest or assist you in the planning of any garment you wish to make.

You are also invited to make use of our fashion library, which includes such popular fashion periodicals as "Art de Le Mode," "E Bon Ton," "Elite," "Vogue," "Costume Royal," "Chic Parisienne," "La Mode," and many others. These, with the fashion books of our popular "Pictorial Review" patterns, will be of much service to you.

### It's the Small Things That Count

And You May Count Big Savings Here

7 and 8 inch Nickled Shears, 19c  
75c Needle Books at, 50c  
10c Inside Skirt Belting, black or white, the yard, 5c  
1/2 in. Black or White Elastic, 4c  
25c Skirt Gauges, each, 18c  
Fancy Dress Buttons, asstd. sizes, values 25c card, 10c  
Fancy Dress Buttons, asstd. sizes, values 50c card, 25c  
50c Bolt Soutache Braid 24 yards to the bolt, each, 35c  
35c Silk Elastic, knitted or plain colors or white, yard, 23c  
25c Dressmakers Box Pins, 18c  
"Tight Grip" Shirt Waist Belts, 7c  
5c Weighted Tape, black or white, 2c  
10c Set Collar Flares, set, 7c  
25c Tracing Wheels, each, 18c  
10c Set of Emery's, at, 7c  
10c Bolt of Sewing Wax at, 6c  
5c Five Foot Tape Measures, 3c  
10c Mercerized Tape Roll, 8c  
25c Dress Shields, pair, 18c  
5c Dress Shield Pins, paper, 3c  
10c Wilton's Dress Clasps, black or white, the card, 7c  
Chicago Mercerized Gros grain Featherbons, 10c now, 7c  
10c set Middy Laces for, 8c  
50c Eton Dress Shields, 39c  
20c No. 4 Dress Weights, doz., 15c  
20c Hook and Eye Tape, yard, 15c  
25c Girdle Frames at, 18c  
10c Bolt Bias Tape, in black, colors or white, 8c  
5c "Tight On" Hat Elastic, 3c  
5c Hair Pin Cabinets, 3c  
10c Pin Cubes, asstd. kinds, 7c  
Pearl Buttons, asstd. sizes, doz., 3c  
25c Box Horn Hair Pins, six to the box, box for, 18c  
20c six yd. Bolt Scalloped Braid, white or colored, 15c  
25c six yd. Bolt Finishing Braid, white or colored, 10c  
50c Bolts Finishing Braid, 25c  
Coats Darning Cotton, 3 for, 5c  
15c Bolt Gold Medal Seam Binding the bolt for, 10c  
10c Card "Yeiser" Hooks and Eyes 6c  
5c Card "Asbro" Collar Clasps, 3c  
5c card "Sonamor" Dress Clasps, 3c  
25c Spool Holders, each, 17c  
25c "West" Electric Hair Curlers 18c  
Children's 15c Velvet Grip Hose Supporters, the set, 11c  
5c card Comb, Hooks, Eyes, and Clasps, 3c  
25c Comb, Darners and Needle case, 18c  
15c Wire Coat Hangers, 5c  
15c Bolt "Silko" Skirt Braid 5 yds. to the bolt, each, 10c  
Cotton Tape, asstd. widths, 3 for, 5c  
15c "Ever Ready" Buttonholes, yard, 10c  
10c Trouser and Skirt Hangers, 7c  
Universal Mending Tissue, three packages for, 5c  
10 and 8 yd. Linen Corset Laces, 6c  
Turkey Red Marking Cotton, three balls for, 5c

### Extra Special

"Pau-Form" Dress Forms, the home dressmakers friend, regularly sold at \$15.00, Special, \$9.45



## Sewing Week at the "Popular" Feb. 8th to 13th

One entire week in which we will endeavor to be of service to and interest the women of our city in the economies of home dressmaking and sewing. The near approach of Easter, which this year falls on April fourth, means that it will be necessary to begin preparations at once, and with this end in view, the "Popular," always first to suggest the greatest economies, brings

forth a week's selling event that will include every needful requisite for making suitable attire for the entire family, at the most astonishingly low prices ever quoted at any season of the entire year. Read through this page of noteworthy offerings carefully—Mark down those that interest you most and come any day this next week and let us assist you in conserving your expenditures for spring apparel.

## Featuring New Silks and Woolens For Sewing Week

40-IN. ALL SILK CREPE DE CHINE, 98c. Comes in fully fifty distinct shades, including the popular battleship grey, putty, sand and other of the "silky" shades so much in demand for both evening and street wear—as well as for undergarments. Regularly sold at \$1.50 yard. **98c**  
Sewing Week  
The average dress pattern will cost from \$4.25 to \$4.50.

CHENEY'S SPOT PROOF FOULARDS, 75c. Dresses of printed silks are appearing everywhere—blues, greens, tans and greys—and these Cheney Bros' spot and shower proof silks are among those most favored. New striped and flowered effects—cannot be surpassed for practical and fashionable wear; one hundred new effects. Sewing Week Special, **75c**  
The average dress pattern will cost from \$4.25 to \$4.50.

44-IN. DOUBLE WIDTH FOULARDS, \$1.45. Shown in many new black and white, blue and grey and putty and Copen effects—A very stylish and serviceable silk that is admirably suited to the new dresses. Sewing Week, yard, **\$1.45**  
The average dress pattern will cost from \$5.50 to \$6.00.

36-IN. GROS DE LONDRES, \$1.50. One of the newest and most favored silks, splendidly suited to making the new flare skirts; much like taffeta, but has a slightly raised cord effect, shown in the popular neutral tones for street wear. Sewing Week Special, yard, **\$1.50**  
The average dress length will cost from \$6.00 to \$6.50.

36-IN. "NON-TEARABLE" SATIN, 95c. Bedding's guaranteed not to tear, rip or split petticoat Satin, in every desired shade

and color. Sewing Week Special, yard, **95c**  
Average petticoat will cost \$2.35.

40-IN. CREPE METEOR, \$1.45. A very popular and staple silk fabric that lends itself gracefully to the present fashions. Comes in every desired shade and color. Sewing Week Special, yard, **\$1.45**  
Average dress will cost from \$5.75 to \$6.50.

40-IN. PUSSY WILLOW TAFFETA, \$1.98. The most popular of silks—a favorite for spring, being soft and drapy, as well as very serviceable. Comes in the new blues, battleship grey, putty, sand, and in the pastel shades; washable. Regularly sold at \$2.50 the yard. Sewing Week Special, yard, **\$1.98**  
Average dress length, \$9.50.  
Average waist length, \$2.95.

MAKE THE "KIDDIES' CLOTHES" NOW and have them all ready for the Spring and Summer—take advantage of "Sewing Week." You will be surprised to know how little the material will actually cost. Note these figures for the average child's dress, based on 10 years' size:  
Pictorial Review Pattern, 0084—a nobby little frock, easily made.  
2 yards 36-in. all wool serge, 39c, 78c  
1 3/4 yards contrast, for gulfing, 39c, 55c  
1 spool thread, 10c  
1 dozen buttons, 15c  
1 Pictorial Review Pattern, 15c  
And the total cost is **\$1.73**

A HOUSE DRESS OR PRINCESS Can be made of these beautiful all wool dress Challies and Crepes at a cost of from \$2.45 to \$3.50 complete. These fabrics are beautiful and fast colors. Sewing Week

Special Prices **49c AND 65c**  
Good practice for the amateur seamstress.

45-IN. SILK AND WOOL POPLINS, \$2.39. The favored fabric for street suits in the new tailored effects. We are showing this material in all the new shades and staple colors. Sewing Week Special, yard, **\$2.39**  
The average suit length will cost about \$12.50.

36-IN. ALL SILK MESSALINE, 79c. A hundred different shades to select from, including all the new tones for spring wear. This silk is used extensively for drops, slips, petticoats and trimmings; worth \$1.25 yard. Sewing Week Special, yard, **79c**  
Average Slip will cost \$2.75 to \$3.25.  
Average Petticoat will cost \$1.95.

IN ADDITION TO THE ITEMS MENTIONED we are showing a complete line of Novelty Silks and Dress Goods for the spring season, such as Plain and Fancy Pussy Willow Taffetas, "Kitty Kat" Taffetas, Foulards, Chiffon Taffetas, plain Glee and Pompadour effects, Crepe de Chine, Crepe Meteors, Charmeuse, Satin de Luxe, Gros de Londres, Chiffon Voiles, Georgette Crepes, Chiffon Cloths, plain and fancy Warp Print and Embroidered Taffetas, etc., in a complete selection of new colorings and effects.

IN WOOLENS Black and white Novelties, Broadcloths, Gabardines, Grenadines, French Serges, Wool Repps and Poplins, Mannish Suitings, Palm Beach Cloths and other novelties in the sand, putty and battleship greys and military blues are represented—at special prices.

MAKE "HIS" SILK SHIRTS. They are more comfortable—they will wear

better—and "He" will like them better. They will cost less. Since the collar bands can be bought to fit any collar the making of shirts is so simplified that most anyone may now make a silk shirt with ease.

A wonderful assortment of beautiful new silk shirtings are here to select from, including Tub Silks, Habutais, Washable Pussy Willow, Crepe de Chine and Crepe Taffetas. These are specially priced at \$1.00 to \$2.50 yard.  
3 yards of silk for the average shirt, \$3.00; collar band, 5c; thread, 10c; pattern, 15c; buttons, 15c. Total **\$3.45**  
cost

NOW IS THE TIME TO MAKE Silk Undergarments and Gowns.

Sewing Week Special Offerings of 40-inch All Silk Crepe de Chine, 44-inch All Silk Crepe de Chine, ideally suited for making undergarments; comes in flesh, light blue, pink, lilac, maize and white. All are washable and fast colors. Sewing Week Special, yard, **98c**  
Cost of material for "Teddy Bear", 1.95  
Cost of material for Combination, 1.95  
Cost of material for Camisole, .49  
—and now is the opportune time for making these garments, and have them ready for spring.

MAKE A KIMONO—NOW!

It will be surprising how simple and easy it will be to make it.

A Sewing Week offering embraces 50 pieces of Cheney Bros' fast color kimono silks in entirely new designs. Regularly these are sold at 75c the yard. Sewing Week, yard, **59c**  
5 to 6 yards makes a kimono; cost \$2.95 to \$3.50.

### Pictorial Review Patterns

are recommended and sold by the "Popular" as being the most desirable patterns made to date.

### SEWING WEEK OFFERINGS IN THE BASEMENT

An opportune Selling Event that presents many economies that prudent housewives will be quick to take advantage of. No limit as to quantities, but none at wholesale.

32-IN. RENFREW ZEPHYR GINGHAMS—In all the new spring patterns, yard, **15c**  
RENFREW DEVONSHIRE CLOTH—In new effects, solids and fancies, yard, **20c**  
RED SEAL GINGHAMS—In all the new 1915 patterns and colors, yard, **12 1/2c**  
THE NEW "KIDDIE KLOTH"—Entirely new, solid or fancy, yard, **15c**  
36-IN. NEW SPRING PERCALES—In light or dark colorings, yard, **12 1/2c**

10-YARD BOLTS LINGERIE CLOTH—Regular 10c yard. The bolt at **89c**  
10c QUALITY OUTING FLANNEL—in colors only. Special, yard, **5c**  
AMOSKEAG APRON CHECKS—in blue and white only; yard, **6 1/4c**  
24-IN. RED STAR DIAPER CLOTH—Sealed 10-yard bolts for, **79c**  
27-IN. RED STAR DIAPER CLOTH—Sealed 10-yard bolts for, **89c**

## The Most Complete Showing of New Spring Styles

to be found in the south or west is right here at the "Popular." It is of especial interest to all women who are concerned about Spring apparel, Suits, Coats, Frocks, Millinery, Blouses, Skirts, from the world's acknowledged sources of exclusive styles.

### SNAPPY MODES IN SPRING COATS.

A superb selection of smart coats that have captured fashion's favor wherever shown. Choice of medium weight three-quarter length, full flure and Russian effects. Coats beautifully tailored with belts and pockets. Checks in brown or black and white. Beach stripes in black or brown and white. Large plaids. Solids in the neutral shades of sand and putty. Serges and Gabardines in blue and black. And it is surprising to note the moderate prices:

\$4.95, \$7.95, \$10.00, \$15.00, \$19.50, \$25.00

### SPRING SUITS ARE IN DEMAND—NOW.

Notwithstanding that in most stores the spring modes have not as yet appeared, the "Popular" has sent examples of spring garments and millinery broadcast in every direction. Selling began before the year, and now you admire "Popular" suits on most everyone you meet. These suits offer a wide diversity of styles, featuring every new innovation, the most prominent being the flaring skirt, of course, and the short flare jacket. An interesting color line, featuring the "silky" colors, neutral tints and navy, black and white. Shepherd checks are quite the most favored, and these are shown in dozens of handsome models. The workmanship and finish of these new suits is unexcelled. Sizes for misses, 16, 17 and 18; women to 44.

\$10.00, \$15.00, \$19.50, \$25.00, \$29.50 Up.

### REPRESENTATIVE SHOWING OF NEW FROCKS.

The most original model among all these several hundred new dresses is one that we are showing exclusively—the short waisted Military "Cont" Dress. This dress is made of rich satin, Marvellous, in black. The drop has a smart, narrow sweep. The over skirt is full and flaring. Cable cord hems add to its graceful lines. Close set buttons in piped buttonholes from the throat to the hem of the overskirt.

### CHILDREN'S HATS ARE ALSO SHOWN IN GREAT VARIETY.

Toques, Turbans, Pokes and Sailors in dozens and dozens of quaint and pretty styles and colorings for children of 3 to 10 years of age. Prices range from

50c, 75c, \$1.00, \$1.50, \$2.00, \$2.50 Up.



Telephone Branch Exchange 3300, To All Departments

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### THE NEW SPRING DRESSES

ANOTHER IS THE "CHIN CHIN"—a new and timely creation of serge—or of Satin de Luxe, elaborately embroidered in modish Chinese embroidery. This new model is quaintly fashioned with a long apron overskirt, flaring, long and pointed in front and short in the back. Buttoned from the high waist line to the throat, which has a pretty organdie turnover collar. Other models are shown with wide skirts, and shirred yoke effects, bolero like coats and set-in coat styles. These dresses are beautifully trimmed in a variety of becoming ways. Conservative or dressy models, exceptionally pretty models in striped and plain silks for "Hard to Fit" girls of 16, 17, 18 years. Prices range from

\$10.00, \$15.00, \$19.50, \$25.00 Up.

### LOVELY NEW BLOUSES MODERATELY PRICED.

Chief among the new blouse features is the Convertible Collar. Nearly a dozen entirely new styles now are shown with this feature. Beautiful new Crepe Georgette, Chiffon and Crepe de Chine Blouses, picturing every style innovation that has been accepted for the coming season in flesh, white, putty, sand, pink and in combinations of colors. Tailored effects predominate, with hemstitched yoke and panel designs, tailored buttons and frog fastenings. A new model is shown with a double row of pearl buttons. These pretty blouses are very moderately priced at

\$2.95, \$3.95, \$4.95, \$6.95, \$7.50 Up.

### SPRING TIME MILLINERY IS READY.

Hundreds and hundreds of new spring models from the foremost creators of fashion—and from our own ateliers, proclaiming the superiority of this showing. Charming need not be sacrificed, for prices are moderate. All the new blazes are here, including the veiled hats and turbans, kepis and sailors of every new design. The new colorings and trimmings permit of a wide and varied choosing. Trimmed Hats are modest in price, ranging from

\$2.95, \$3.95, \$4.95, \$6.95 Up.

HANDSOME IMPORTED STRAW AND SATIN SHAPES AT \$1.95.

See the Window Displays.



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### The Wash Goods Department Offers Very Special Values For Sewing Week

Cotton and Linen frocks will be extensively worn during the coming season and the sheer weaves being much favored. Dress Linens are good, but advance styles show sheer goods of all descriptions, with underlinings of silk and satins. We offer these very special values for the coming week and we would also advise early selections, especially of imported goods.

Pure White Weaves of Lino, Voile, Organdie, Crepe, Neige and Alligator Voiles, beautifully embroidered in small and medium sized figures and dots, 36 to 45 in. widths. Moderately priced yard \$1.00 to **\$3.00**

Colored Embroidered Crepes—Voiles and Organdies, on white grounds, novelty shades and combinations. These are entirely new and **\$2.75** are priced at from 65c to

Shadow Stripe Voiles—and dimities white and colored grounds with floral designs in silk, having a pretty drapy appearance, 42-in. wide. Sewing Week Special yd., **75c**

Soft Finish Organdie—42-in. wide, in a wide selection of new patterns in dainty floral effects, both white and colored grounds, all new shades. Sewing Week Special yard, **30c**

Flowered Voiles, 36 to 40 in.—An excellent showing of the new shadow check, crossbar and chiffon weaves. These are especially attractive patterns and are specially priced **25c** yard.

Novelty White Materials—We are showing a widely varied assortment of novelty weaves in white goods, such as Rice Cloth, Lace Weaves, Embroidered lino and striped novelties, ranging in width from 36 to 42 inches. Special for Sewing Week, yard, **25c**

Black and White Novelties, 40-in. Voiles, Organdies and Dimities, 40-in. wide—Chiffon Lisse, Tissues and Crepes, 30-in. wide—every variety of black and white stripe and figure, yard 25c, 29c and **35c**

Colored Novelty Wash Goods—An incomparable assortment of plain and silk stripe voiles, tissues, voile chiffon, embroidered crepes, tub silks, jap crepes, Wm. Anderson zephyrs, cobweb silks and poplins. These are specially priced for Sewing Week, **25c**

### Sewing Week Offerings in Embroideries

With the return of the full skirt comes the necessity for Petticoats and Princess slips, as well as numerous other garments for under and above wear. Note these savings:

27 inch Organdie Flouncings—Shown in an extensive range of new designs in both matched and odd patterns, suitable for dresses, trimmings and dainty undergarments, values to \$3.00 yard, Sewing week **\$1.89** Special, yard, **\$1.89**

Dainty Normandy Val Laces—Pretty designs, 2 to 5 inches in width, values to 25c yard, Sewing week **12 1/2c** Special, yard, **12 1/2c**

45 inch Organdie Flouncing—Offered in a great variety of dainty new designs in values that regularly sell at as much as \$4.50 the yard. Sewing Week Special **\$2.45** yard.

18-inch to match above **59c** \$1.25 value.

27-in. Shadow Lace Flouncings—Pretty designs in white, cream and ecru, values to \$1.25 yard. Sewing Week Special **39c** yard.